**ADVERTISING ASSIGNMENT GUIDELINES**

You have been selected to present a marketing proposal to the Board of Directors of a company to help them sell their product. You may select the product that you will market through this assignment, but it must be a product which already exists.

It is up to you to decide on a target audience, direct message and indirect message that your campaign wants to achieve. You will then develop a plan in which to market your product to your target audience.

First, come up with a catchy slogan and logo which will appear on your ad. Then, produce a billboard or magazine/newspaper ad which effectively markets your product to your target audience. Finally, you are going to write a brief paragraph rationalizing your choice of target audience, and how your ad effectively reaches them. You will want to discuss the choice in colour scheme, text, location of advertisement, slogan and logo design throughout your 1-page, double spaced rationale.

There will be one class provided for you to brainstorm your ad. During this class, you should decide on the product you are going to advertise, as well as a target audience, direct and indirect message. You should also decide on your slogan and logo (both of which must be original, and not part of an existing advertising campaign for your product). You may also want to work on a mock-up (or a rough draft) of what your print ad will look like.

You will also have two class periods in the computer lab – one to focus on creating your print ad, and another to write your one-page rationale. This rational must be typed, double spaced, and in 12-point Times New Roman font.

Print ads and rationales are due at the start of class on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Both pieces must be printed out, ready to hand in, at the start of class that day. Although you are not expected to share your work with the entire class, be prepared to share your ad with a small group and discuss your rationale with some of your peers.

The rubric on the other side of this page will be used to evaluate your print ad and your rationale. Please remember to hand this sheet in with your finished products.

**RUBRIC FOR ADVERTISING ASSIGNMENT**

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| **CRITERIA** | **LEVEL R**  **(0-4 Marks)** | **LEVEL 1**  **(5 Marks)** | **LEVEL 2**  **(6 Marks)** | **LEVEL 3**  **(7 Marks)** | **LEVEL 4**  **(8-10 Marks)** |
| *Print Advertisement*  Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques | Ad is not handed in, or is handed in only partially completed | Ad does not communicate a clearly evident target audience and direct/indirect message | Ad clearly communicates two of a target audience, direct or indirect message | Ad is complete and clearly communicates a target audience, direct and indirect message | Ad is complete and production goes beyond teacher expectations with a clearly evident target audience and direct/indirect message |
| *Rationale*  Reflect on and identify your strengths as media interpreters and creators, areas for improvement, and the strategies you found most helpful in understanding and creating media texts | Rationale is not handed in, or is handed in only partially completed | Rationale contains minimal reflection on the process of developing the print ad with limited analysis and does not use examples to explain the choices made | Rationale contains a limited reflection on the process of developing the print ad with some analysis and uses few examples to explain the choices made | Rationale contains an adequate reflection on the process of developing the print ad with adequate analysis and uses some examples to explain the choices made | Rationale contains a thorough reflection on the process of developing the print ad with a high degree of analysis and uses several specific examples to explain the choices made |

**TOTAL: \_\_\_\_\_\_/20**